

Merit Replacing High Tar Brands.

—National Smoker Study

Majority of 'Enriched Flavor' smokers show no regrets about leaving former high tar favorites.

Do smokers attracted to low tar MERIT stay with the brand, or "backslide" to former high tar favorites? Read what MERIT smokers had to say in a nationwide research effort.

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed.

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

And in research conducted among smokers who taste-tested MERIT against leading high tar brands:

Confirmed: Majority of smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested!

Cigarettes having up to twice the tar.

Confirmed: Majority of smokers confirm taste satisfaction of low tar MERIT.

This ability to satisfy, and especially to satisfy over long periods of time, could be the most important evidence to date that MERIT is the first real alternative for high tar smokers.



Kings: 8 mg "tar," 0.8 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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MERIT

Kings & 100's



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